



Leventer | GROUP

Service Quality

Customer Experience

Customer Satisfaction & Loyalty

Introduction

In a world where companies' ability to innovate has been exceeded by competitors' ability to imitate, intrinsic product and service attributes have lost ground as key purchase decision factors.

In order to survive, organizations are forced to explore new horizons in search of elements that allow them to distinguish their offerings, seduce consumers and win their preference.

At Leventer Group we have been working for years helping companies from all industries improve their performance, set themselves apart and consolidate their market position by strengthening customers' relationships, emotional bonding and loyalty.

Through strategies based on service quality and consumer experience, we stimulate the emergence of a virtuous business cycle that in the short-run generates increased sales and in the mid-term favors high levels of growth and profitability.

Virtuous Business Cycle



Geographical Coverage

Leventer Group has offices in Mexico City and Buenos Aires.

From these locations and with the support of our Globalliance® network associates we meet the needs of local and multinational companies in more than 19 countries throughout Latin America.





Structure

Leventer Group comprises three divisions which work separately in specific projects or jointly offering integral solutions to the different needs of our clients.

Leventer Insights	Leventer Loyalty	Leventer OD
Market Research and Intelligence	Consulting	Training and Organization Development
We generate thorough understanding of consumers and the competition	We develop and implement strategies focused on increasing loyalty levels and improving service quality	We raise awareness, prepare and motivate employees to offer excellent customer service and generate memorable experiences at all touch points



Whether in consumer (B2C) or industrial (B2B) markets, we accompany organizations along all stages of their evolution, lending support to marketing, operations and human resources areas with a wide array of products and services.

Market Research and Intelligence

Combining state-of-the-art analytical methodologies with the inherent curiosity and sensitivity of our team of researchers we generate strategic information focused on making better business decisions and respond to critical questions such as: what do customers need?, what do they expect from our products and services?, what is their current level of satisfaction?, why do they leave?, what is the competition doing to attract them?

Techniques	
Qualitative	Quantitative
<ul style="list-style-type: none"> Focus Groups Dyads / Tryads In-depth interviews 	<ul style="list-style-type: none"> Face-to-face interviews Telephone interviews Web interviews

Main Services

- Customer satisfaction and delight tracking
- Loyalty analysis and monitoring
- Needs and expectations identification
- Brand equity
- Market segmentation
- Brand image and positioning assessment
- Value-offer analysis
- Mystery shopping
- Price elasticity and sensitivity
- Work climate and employee satisfaction measurements

MEMBER OF:



European Society for Opinion and Marketing Research

Consulting

Whether it concerns reducing waiting times at bank branches, improving the complaint-handling process of an airline or awakening the five senses of guests at a restaurant chain, our talented team of consultants synergyze their knowledge in different fields to help organizations generate greater value and enhance the emotional bond with customers.

The work conducted at Leventer Group centers on three main areas:

Strategic	Operational	Internal Communications
We develop comprehensive plans and specific actions to improve customer experience, increase retention levels and decrease attrition rates.	We diagnose problems that affect service quality and devise solutions adapted to the reality of each company.	We design employee communication strategies and tools to improve organizational culture and focus the effort of all departments on delighting customers.

Main Services

- Service architecture and reengineering
- Customer Experience Management (CEM)
- Customer Relationship Management (CRM)
- Loyalty programs design
- Lost customers win-back
- Customer bonding and relationship plans
- Complaint handling and service recovery
- Development of a service-oriented organizational culture

MEMBER OF: 



World association devoted to the study of service and customer care best practices

Training

Drawing on a wide variety of courses, workshops and seminars, we prepare employees at all levels on strategic and operational issues, transferring practical know-how and developing essential skills to offer excellent service and build solid relationships with customers.



Main Programs*

Managers and Directors	Operations Employees
<p>Service Strategies</p> <ul style="list-style-type: none"> Transforming the company's culture Customer-focused policies and procedures Moments of truth management Service recovery 	<p>Customer Care Skills</p> <ul style="list-style-type: none"> The role of attitude in service quality Understanding customer needs Friendliness and empathy generation Positive and negative communication with customers
<p>Loyalty Strategies</p> <ul style="list-style-type: none"> Satisfaction vs Fidelity vs Loyalty Loyalty modalities and dimensions The five steps to constructing loyal customers Loyalty programs: myths and realities 	<p>Handling Complaints and Problems</p> <ul style="list-style-type: none"> The importance of complaints Steps to handle a complaint Personal vs telephone vs online complaints Techniques to handle irate customers
<p>Leading First-Contact Teams</p> <ul style="list-style-type: none"> Creating awareness about the value of customers Motivating the team to offer better service Setting in-house standards and service goals Positive supervision and feedback 	<p>Relationship with Customers</p> <ul style="list-style-type: none"> The value of customer relationships Stages of relationships Cultivating and growing the bond with customers Restoring deteriorated relationships

* Partial list of topics

REPRESENTATIVE OF:



The world's leader in service and customer care training

Clients

- | | |
|------------------------|-----------------------------------|
| □ Abbott | □ Johnson & Johnson |
| □ Bagó | □ MerckSerono |
| □ Banco Azteca | □ Merck Sharp & Dohme |
| □ BASF | □ Novo Nordisk |
| □ Bayer | □ Oracle |
| □ BBVA Bancomer | □ Oxxo |
| □ BBVA Banco Francés | □ Pfizer |
| □ Boehringer-Ingelheim | □ Procesar |
| □ Bystronic | □ Reebok |
| □ Casas Geo | □ Roche |
| □ CEMEX | □ Sanofi Aventis |
| □ DaimlerChrysler | □ Scania |
| □ Elektra | □ Seguros Monterrey New York Life |
| □ Eli Lilly | □ Telcel |
| □ ING | □ The Value Engineers |

Why Leventer Group?

Our value offer is supported by three fundamental pillars:



Specialization

We are experts in service quality, customer experience and customer loyalty. We understand these issues thoroughly and over the years we have helped many organizations throughout Latin America.

Analytical Power

We convert data and information into true knowledge, communicate it simply and transform it into concrete actions that generate added value for companies and consumers.

Service

We practice what we preach. Relationships with our clients are at the core of our business. We are always willing to go the extra mile to exceed their expectations, delight them and make a difference.

Contact us

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